

# COMMUNICATION MAJOR AT SHADY GROVE

## The Universities at Shady Grove

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<http://shadygrove.umd.edu/academics/degree-programs/ba-communication/>

**Program Director:** Leah Waks, Ph.D.

The department offers an exciting curriculum that prepares students for academic and professional careers in business, government, health, education, social and human services, and related fields. Courses offered by the department include persuasion and social influence, rhetoric and the analysis of messages, communication and new media, digital communication, organizational communication, public relations strategies, and intercultural communication. All students in the program at Shady Grove are required to complete mandatory advising each semester.

## Admission to the Major

Students interested in Communication should have an overall GPA of 2.7 or better, and a grade of "C-" or better in each of the three courses specifically required by the major (COMM250, COMM107, Statistics, or their equivalents). Applicants should also attain junior standing (56 or more transferable college credits) by the time of enrollment. For more information on admission and 1xx or 2xx-level coursework requirements, please visit the Communication website at <http://shadygrove.umd.edu/academics/degree-programs/ba-communication/> or the Transfer Credit Services website at <http://transfercredit.umd.edu>. Requirements for the major are as follows:

1. Complete one of the following courses with a grade of "C-" or better: BMGT230, CCJS200, EDMS451, PSYC200, SOCY201, STAT100 or equivalent.
2. Complete COMM107, COMM200, COMM230, or equivalent with a grade of "C-" or better
3. Complete COMM250 or equivalent with a grade of "C-" or better
4. A cumulative GPA of 2.7 or better

Students may repeat only one of the gateway courses and that may be repeated only once in their attempt to meet the requirements.

## Transfer Students

Internal and external transfer students who meet the gateway requirements specified above and have a cumulative GPA of 2.7 in all college-level coursework may apply to the program.

## Appeals

All students may appeal admission decisions. Those students denied admission may appeal to the university's Office of Undergraduate Admissions.

## Program Learning Outcomes

Upon completion of the degree program in Communication, students should be able to demonstrate the following knowledge and skills:

1. An ability to distinguish among a variety of theoretical approaches in the communication discipline and use them appropriately and effectively in academic work.
2. An ability to conduct research and write research reports employing social scientific and/or humanistic approaches in the communication discipline.
3. An ability to argue clearly and effectively in a speech.

## REQUIREMENTS

The course of study for a Communication major must satisfy all of the following requirements:

Course	Title	Credits
<b>Oral Communication</b>		
Select one of the following:		3
COMM107	Oral Communication: Principles and Practices	
COMM200	Critical Thinking and Speaking	
COMM230	Argumentation and Debate	
<b>Modes of Communication Inquiry</b>		
COMM250	Introduction to Communication Inquiry	3
<b>Fundamentals of Communication Skills</b>		
COMM130	Professional Communication and Writing	1
Select one of the following:		3
BMGT230	Business Statistics	
STAT100	Elementary Statistics and Probability	
EDMS451	Introduction to Educational Statistics	
CCJS200	Statistics for Criminology and Criminal Justice	
PSYC200	Statistical Methods in Psychology	
SOCY201	Introductory Statistics for Sociology	
<b>Communication Studies</b>		
<b>Communication Theory &amp; Principles</b>		6
COMM201	Introduction to Public Relations	
COMM301	Rhetorical Theories	
COMM302	Communication Science Theories	
COMM303	Media Theory	
<b>Research Methods</b>		
COMM304	Communication Research Literacy	3
Select one of the following:		3
COMM305	Qualitative Communication Research Methods	
COMM306	Rhetorical Methods in Communication	
COMM307	Quantitative Methods in Communication	
<b>Select one of the following Leadership &amp; Social Change courses:</b>		3
COMM330	Argumentation and Public Policy	
COMM385	Influence	
COMM420	Theories of Group Discussion	
COMM421	Communicating Leadership	
COMM422	Communication Management	
COMM424	Communication in Complex Organizations	
COMM425	Negotiation and Conflict Management	

COMM428	Special Topics Seminar in Dialogues and Deliberation	
COMM436	Interpersonal Arguing	
COMM448	Special Topics in Public Relations	
COMM449	Special Topics in Digital Communication	
COMM455	Speechwriting	
COMM459	Special Topics in Science Communication	
COMM461	Voices of Public Leadership in the Twentieth Century	
COMM462	Visual Communication	
COMM469	The Discourse of Social Movements	
COMM470	Listening	
COMM475	Persuasion	
<b>Select one of the following Diversity &amp; Inclusion courses:</b>		<b>3</b>
COMM324	Communication and Gender	
COMM360	The Rhetoric of Black America	
COMM382	Essentials of Intercultural Communication	
COMM398	Selected Topics in Communication (COMM398B: Communication, Culture & Sport)	
COMM454	Rhetoric of the 1960s	
COMM460	Public Life in American Communities, 1634-1900	
<b>Applied</b>		
Select one of the following:		<b>3</b>
COMM386	Experiential Learning	
COMM388	Communication Practicum	
COMM498	Seminar	
Select one of the following:		<b>3</b>
COMM330	Argumentation and Public Policy	
COMM331	News Writing and Reporting for Public Relations	
COMM370	Mediated Communication	
COMM371	Communication and Digital Media	
COMM375	Documentary Theory and Practice	
COMM386	Experiential Learning	
COMM388	Communication Practicum	
COMM425	Negotiation and Conflict Management	
COMM426	Conflict Management	
COMM455	Speechwriting	
COMM471	Public Communication Campaigns	
COMM498	Seminar	
<b>Electives</b>		
3xx or 4xx-Level COMM Electives		<b>12</b>
<b>Total Credits</b>		<b>46</b>

**Notes:**

- Because the department's curriculum changes over time, the department's Undergraduate Director may approve other appropriate Communication courses to meet the requirements for each track.
- Courses required for the Communication major, but taken outside COMM, may be used to satisfy general education requirements.
- Only 3 credits of COMM386 may apply toward the major.
- No course grade below the grade of "C-" may count toward the major.
- An overall GPA of 2.0 in the major is required for graduation.

## FOUR-YEAR PLAN

Roadmaps for all four-year plans can be found here (<http://4yearplans.umd.edu>). Select the College of your major to find the corresponding roadmap.

For more information on developing a four-year academic plan, please refer to the Student Academic Success-Degree Completion Policy (<https://academiccatalog.umd.edu/undergraduate/registration-academic-requirements-regulations/academic-advising/#success>) section of this catalog.

## ADVISING

Advising is available throughout the year in the Camille Kendall Academic Center, Suite 5119. Students should check Testudo (<http://testudo.umd.edu>) for their registration date and for any mandatory advising blocks.

## OPPORTUNITIES

### Undergraduate Research Experiences

Research experiences include assisting on faculty research projects, and participating in special team research projects.

### Fieldwork Opportunities

To further enhance learning and career training, the department incorporates special hands-on classes such as Health Communication Campaigns, Visual Communication, and Web Design. The department also strongly promotes internship and service learning opportunities with local and state businesses and institutions, and encourages students' participation in student-run clubs.

### Internships

The department's internship program helps communication majors gain professional experience, build a professional portfolio, and take the first steps toward a career. The department structures its internship program around a course, COMM386: Experiential Learning, offered each school term.

### Student Societies and Professional Organizations

Social and academic activities are available to students by participating in the following student organizations: the Undergraduate Communication Association and the Lambda Pi Eta Honor Society.

### Scholarships and Financial Assistance

The department offers the Chaim and Miriam Bentzlovitch Scholarship to students who exhibit academic excellence. Each year the department distributes a call for applications through email.